

*Kesuksesan
kita tidak hanya
berasal dari
jerih payah kita
semata tetapi
juga berasal
dari balik layar
kesuksesan
kehidupan kita*

by SANTI W.

*Jangan meng
anggap remeh
diri sendiri,
karena setiap
orang punya
potensi tersem-
bunyi yang luar
biasa*

by ERIDA H.

TIM :

PENASEHAT
LINDA PURNAMASARI

PENGARAH
BAGUS SUMINAR

TIM DIREKSI
DIAN OKTARINA
SANTI WIDHIYANTI

Usulan & Saran Bapak/
Ibu/Saudara sangat kami
harapkan. Silahkan
hubungi Tim Direksi di
Ruang UPM No ext .113

NEWSLETTER FROM UPM

EDISI I



STIE
Perbanas
Surabaya



11 JULI 2011

MUTU PERGURUAN TINGGI

APAKAH MUTU ITU?

- ✎ Seluruh ciri khas dari hasil & pelayanan yang memenuhi TUNTUTAN KEBUTUHAN DAN HARAPAN
- ✎ Sesuai dengan STANDAR yang disepakati
- ✎ Sesuai dengan HARAPAN PELANGGAN & PEMANGKU KEPENTINGAN
- ✎ Memegang JANJl



APAKAH PENGERTIAN DARI MUTU PERGURUAN TINGGI ?

Kesesuaian antara hasil pengelolaan Perguruan Tinggi dengan Standar Nasional Pendidikan maupun Standar yang Ditetapkan oleh Perguruan Tinggi Berdasarkan Visi dan Kebutuhan dari para pihak yang berkepentingan

Untuk mencapai mutu Perguruan Tinggi, diperlukan adanya Standar. Standar tersebut dapat :

- ✎ Ditetapkan oleh Pemerintah (*Government*)
- ✎ Disepakati bersama di dalam Perguruan Tinggi (*Vision*)
- ✎ Dikehendaki oleh yang berkepentingan



ALASAN MENGAPA PERGURUAN TINGGI HARUS BERKUALITAS

Globalisasi

Zaman yang semakin modern menuntut kita untuk terus berinovasi & bisa melakukan banyak hal agar tidak tersingkir dengan yang lain, Perguruan Tinggi sebagai jembatan terakhir menuju dunia kerja, membekali para anak didiknya dengan sejumlah keahlian & kompetensi agar anak didiknya mampu bertahan melawan arus persaingan di era globalisasi yang demikian kuat

Perubahan teknologi

Perguruan Tinggi yang mengutamakan kualitas, umumnya adaptif & antisipatif terhadap perubahan teknologi. Dengan demikian, upaya pemuasan kebutuhan pelanggan akan lebih mudah untuk dicapai secara berkesinambungan, efektif & efisien.

Tuntutan pengguna jasa Perguruan Tinggi makin meningkat

Pengguna jasa Perguruan Tinggi semakin lama semakin meningkat harapannya. Oleh karena itu,

Perguruan Tinggi yang mengutamakan kualitas perlu antisipatif dengan sering melakukan survey harapan pelanggan .

Tingkat persaingan semakin tinggi

Dengan semakin banyaknya Perguruan Tinggi yang ada, baik dari dalam maupun luar negeri, maka Perguruan Tinggi yang "enggag" dengan manajemen kualitas akan tersingkir dengan sendirinya.

Efektifitas & Efisiensi Organisasi / Institusi (Perguruan Tinggi)

Organisasi apapun tentunya harus berusaha untuk mencapai tujuan yang ingin dicapai dengan pengorbanan sumber daya secara efisien melalui manajemen kualitas, diharapkan hal tersebut dapat dicapai.

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful

content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a

simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also

profile new employees or top customers or vendors.

NEWS
LETTER
FROM UPM

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture

supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several

tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

Inside Story Headline



**Caption
describing
picture or
graphic.**

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**“QUALITY” IS
NOT ACT, IT
IS A HABIT
(ARISTOTLE)**

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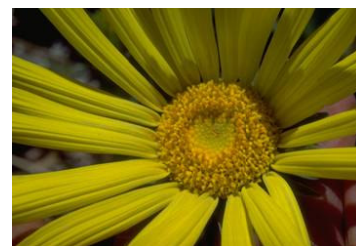
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**Caption describing picture or
graphic.**



Organization

UNIT PENJAMINAN MUTU

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

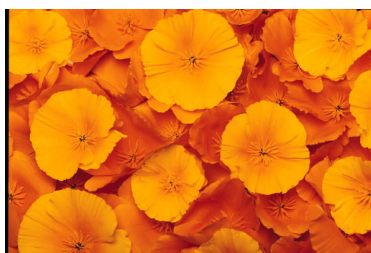
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You

may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.



If space is available, this is a good place to insert a clip art image or some other graphic.

Caption describing picture or graphic.